



Board of Directors Meeting
Wednesday, January 15, 2014, 11:30 a.m.
Legends Restaurant, 1313 West Lindsey

Minutes

Board Attendance:

(A) Sherry Brown, Republic Bank	(P) Dr. Roger Brown, Norman Public Schools
(P) Carol Dillingham, Cleveland Cty.	(P) Brenda Hall, City of Norman
(P) Don Hiebert, First Bank & Trust	(P) Randy Laffoon, SportsRadio 1400
(P) Suzanne McAuley, First American Bank	(P) William Murray, Montford Inn
(P) Joe Sparks, Restaurant Industry	(P) Juna Stovall, OU, CCE
(A) Charlie Taylor, OU Athletic Dept.	(P) Jennifer Alexander, Embassy Suites
(P) Paige Williams, Chickasaw Nation	(P) Don Wood, NEDC
(P) John Woods, Chamber of Commerce	(P) Greg Heiple, City Council

Call to Order

Meeting called to order by McAuley at 11:48.

Introductions

Alexander introduced Embassy Suites General Manager Joe LoMonaco.

Minutes

Motion made by Laffoon to approve November minutes; seconded by Sparks.

Finance Report

Motion made by Hiebert to receive the November and December financials and file them for audit; seconded by Sparks.

Search Committee Update

McAuley announced that Dan Schemm was hired as the new Executive Director of the NCVB.

Search Committee members Laffoon, Dillingham, Sparks, McAuley, and Heiple each expressed their enthusiasm and support of the Committee's decision.

2014 Tourism Luncheon

Brickman explained to the Board that the NCVB staff had been exploring the idea of having a cocktail party for the NCVB's 21st "birthday." The Board conveyed that they would prefer a luncheon.

Brickman stated that if the NCVB were to stick with tradition and host a luncheon, then there is a possibility of having it in the Kerr meeting space(s) at Lloyd Noble. Laffoon and Dillingham both suggested that all possibilities be discussed with Schemm before a decision is made.

FY 2014 Six-month Preliminary Numbers

Brickman stated that occupancy rates and ADR were not included in the report because the NCVB had not received those updated reports yet. Brickman also explained that the number of "impressions" will also increase once the NCVB receives reports from Sooner Sports Properties regarding TV ratings.

Heiple requested a break-down of the “per person expenditure” to understand how that number is derived. Dillingham explained that the number is the “industry standard.”

Sales Team Report

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 5 leads sent in November and 2 leads sent in December, attendance at various association meetings including OSAE and MPI, attendance at the TEAMS & RCMA conferences, and participation in the Norman Christmas Parade.

Leisure Travel Report

Mauldin offered a breakdown of this report, as well. Highlights of the report included: leisure and convention/group servicing which accounted for the distribution of approx. 429 guides and brochures throughout November and 82 in December. Mauldin additionally arranged a “3rd Thursday” networking activity for the NCVB staff which consisted of a tour of Redbud Ridge Winery. She also attended stART subcommittee meetings and Host Committee meetings for the State Arts Conference (Oct. 2014).

Communications/PR Report

Brickman, too, offered a breakdown of this report. Highlights included: a media blitz through north central Oklahoma and south central Kansas with Frontier Country Marketing Association, designing street banners for the Christmas in Norman campaign, and the presentation of the NCVB annual report to City Council.

Laffoon asked Brickman if she had had any follow-up conversations with Kelly of Sooner Sports Properties. Brickman explained that she and Kelly have been in touch several times.

Adjourn

Motion made by Sparks to adjourn the meeting; seconded by Laffoon. Meeting adjourned at 12:30 p.m.